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Consumer's awareness on green products in Bengaluru urban

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Abstract

Studies on investigation of consumer awareness about green products help to understand the extent of awareness about ecofriendly products among the consumers across Bengaluru urban district. During 2022-23, 90 respondents were selected through purposive random sampling were interviewed to collect primary data, while secondary data was sourced from existing literature. The essence of green marketing lies in its mission to foster awareness among the public about environmental concerns and the positive impact consumers can have on the environment by embracing green products. The findings reveal that major percent of respondents were aware of various green products, with strong recognition of their health and environmental benefits. However, there remains room for improvement in recognizing specific brands and certifications. Notably, television and internet ads play significant roles in disseminating information about green products. In conclusion, the shift towards eco-friendly products is a long-lasting global transformation, reflecting an increasing commitment to sustainability and environmental responsibility.

Keywords: Green marketing, eco-friendly, consumers, sustainability and awareness

Introduction

In recent times, a surge in particulate matter, recurrent instances of abnormal weather and mounting recycling challenges have significantly heightened consumer's environmental consciousness and their desire to address these issues. Historically, consumers largely focused on eco-friendly actions like recycling to tackle environmental problems, showing comparatively little concern for the environmental impact of product production and consumption. However, today's consumers have experienced a significant shift in their perspective, where environmental consciousness and the pursuit of sustainability have assumed a central role in this changeover. In light of this transformation, the significance of eco-friendly or green products cannot be overrated. This shift towards eco-friendly products and practices is not merely a passing trend; it is a global phenomenon that has transformed the way businesses operate and how consumers make purchasing decisions.

The concept of green marketing, which promotes products considered safe for the environment, has gained significant traction over the past few decades. It encompasses a broad range of actions, from modifying products and production processes to making changes in packaging and advertising. It is a holistic approach where products and services are created, marketed, consumed and disposed of in ways that minimize harm to the environment. Developing eco-friendly products that not only cater to consumer preferences but also contribute to the long-term sustainability of the marketing system can be achieved through various means (Mishra, 2010) [2] Green products, which have low environmental impacts, are designed to minimize resource consumption are non-toxic, water-efficient, recyclable and biodegradable. They cater to the growing number of consumers who are concerned about the environment and want to leave a pristine planet for future generations. This trend is in line with the principles of sustainable development and corporate social responsibility, which aim to foster goodwill, enhance brand recognition and protect the environment. Having relevant knowledge and awareness of environmental issues was identified as one of the initial crucial stages when making a green purchasing decision. The adoption process of eco-friendly products relied on individuals' subjective knowledge, general knowledge and personal preferences (D'Souza, 2007) [1].

Materials and Method

Bengaluru is located in the Deccan plateau in south-eastern Karnataka. It lies at an altitude of.

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approximately 920 m (3018 feet), spread over an area of 2190 sq. km, the city is positioned at 12.97° N 77.56° E. Bengaluru is a veritable melting pot of various cultures. Bengaluru has a population of 12.47 million, making it India's, fourth largest city, with a decadal growth rate of 47 percent (2018). The city has several green products outlets along with potential buyers who can afford green products and it has also been found that there is an increasing demand for green products in recent years. Thus a study on awareness on green products was necessary to understand the depth of knowledge that urban people have on green products. Purposive random sampling was employed in selection of 90 consumers who made visits and purchase green products from retail and wholesale outlet across different areas of Bengaluru urban district. The data was collected through personal interview method at retail and wholesale outlets. Collected data were analysed, tabulated and interpreted. Awareness of consumers regarding green products were asked with items of awareness developed in consultation with experts. To mention, their awareness regarding green products on two-point continuum viz., aware and not aware. The response of the consumers was recorded and scores were given as 1 and 0 for aware and not aware respectively and total score was summed to get awareness score of individual consumers. Higher the score, the higher the rank and based on total scores obtained by the consumers, overall awareness level was calculated by using formula

$$\text{Awareness index} = \frac{\text{Score obtained}}{\text{Potential score}} \times 100$$

Results and Discussion

The awareness of consumers regarding green products

Fig 1 depicts that, slightly more than three fourth (76.67%) of the respondents were aware of different green products whereas slightly less than quarter (23.33%) were not aware about different green products as majority of the respondents were literate and belonged to middle age group. The results are on par with Shraya (2019) [4] about the green products awareness of different group of the respondents.

Aawareness about various dimensions of green products among the respondents is given in Table 1. The majority of respondents were aware about health benefits associated with green product (92.22%), while 83.33 percent acknowledged the environmental benefits, whereas, nearly two third (63.33%) were aware of place to purchase green products and 71.11 percent opined that green products can be expensive. Asha and Rahitha (2017) [5] also reported that people of Kanyakumari district were more aware of the environmental benefits.

Notably, the majority of respondents (58.89%) were unaware of green products offering any specific brands and respondents having knowledge on branding symbols, certification and other identification of green products were only 54.44 percent. Nearly, 72.74 percent of respondents cited television as their primary source of information about green products, followed by internet ads (56.48%) whereas, newspapers friends/relatives and magazines (53.87%, 51.60% and 45.86%, respectively) acted as significant sources of information for respondents. In contrast, radio/FM and seminar/conference (38.96% and 31.63%, respectively) were found to be the least influential sources.

Table 1: Awareness of respondents about different dimensions of green products

Sl. No.	Statement	Yes		No	
		Frequency (n = 90)	Percentage (%)	Frequency (n = 90)	Percentage (%)
1	I am aware of the benefits of green products for health	83	92.22	7	7.78
2	I am aware of the benefits of green products for the environment	75	83.33	15	16.67
3	I am aware of the point of purchase for green products	57	63.33	33	36.67
4	I am aware of various brands offering green products	37	41.11	53	58.89
5	I am aware of various symbols / certifications / other identifiers which declare the product as green product	41	45.56	49	54.44
6	I am aware that the green products are quite expensive	64	71.11	26	28.89

Note: Parentheses (*) Multiple Responses

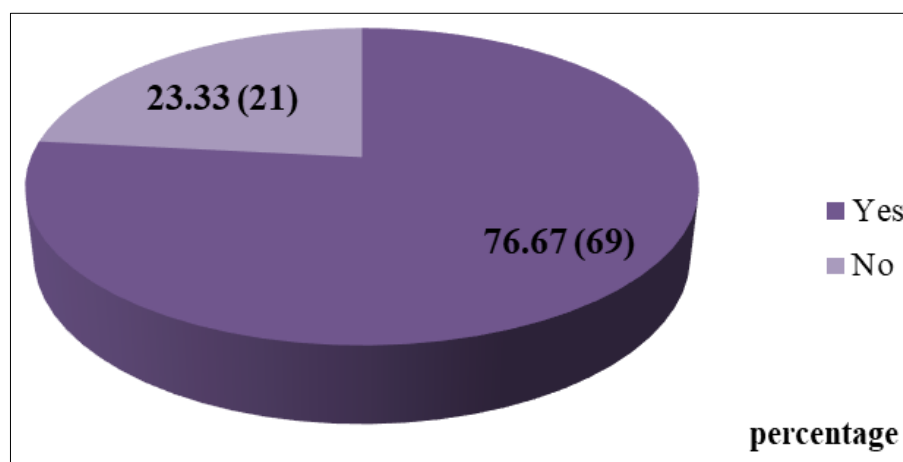


Fig 1: Awareness of respondents about different green products

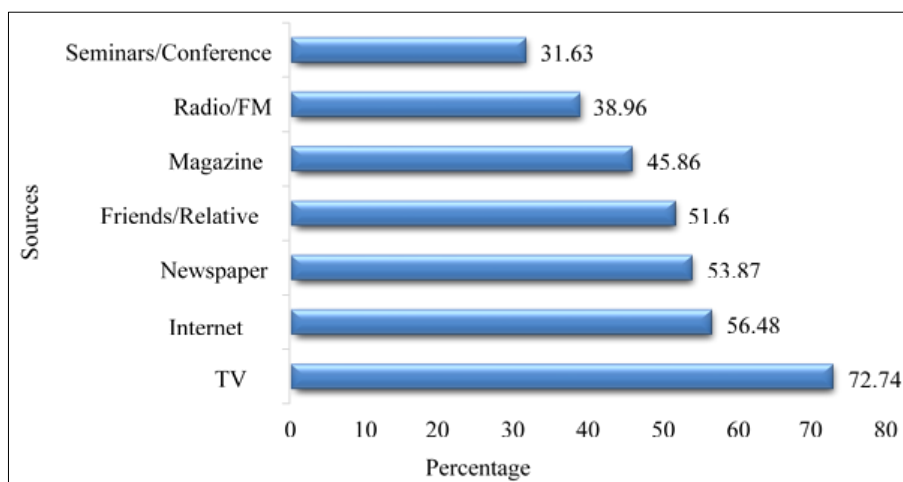


Fig 2: Source of information about green products

Conclusion

Green marketing has gained substantial traction, promoting environmentally safe products through various strategies like modifying production processes, packaging and advertising to minimize environmental harm. The development of eco-friendly products that cater to consumer preferences and contribute to long-term sustainability is paramount. Consumers now prioritize green products designed to reduce resource consumption, be non-toxic, water-efficient, recyclable and biodegradable. This shift aligns with sustainable development and corporate social responsibility principles, enhancing brand recognition and fostering goodwill. Consumer awareness of green products has also increased, but there's room for improvement in recognizing specific brands and certifications. In conclusion, the move towards eco-friendly products is a long-lasting transformation, reflecting a global shift in values towards sustainability and environmental responsibility.

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